



Plan of Service
FY2012–2016

Raynham Public Library
Raynham, Massachusetts

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COMMUNITY PROFILE

Raynham, established in 1731, was once part of the city of Taunton. Known as the site of the earliest successful iron works (1652), Raynham continues today as a thriving, successful community of 13, 648 in Southeastern Massachusetts. It is a suburban bedroom community, but because of its location at the crossroads of Routes 24, 44, 104, 138 and Interstate 495, it is fast becoming a commercial center, as well. The Raynham Woods Commerce Park, a 330 acre industrial park, has attracted major corporations and Fortune 500 companies.

Raynham has always been proud of its school system and the quality education it provides for its children. It offers residents two elementary schools and a Middle School. At the high school level, students have a choice of public schools: Bridgewater-Raynham Regional School, Bristol-Plymouth Regional Vocational High School and Bristol County Agricultural High School.

Raynham offers a variety of recreational programs and facilities for both children and adults. The Town's 200-acre Borden Colony complex has many fields for soccer, baseball and softball plus acres of forest and farmlands for passive recreation. The Town's Senior Center is also located in this area. Johnson's Pond is open to the public for fishing, picnicking and boating. In addition, the Town has numerous conservation areas for the preservation of the natural environment.

Raynham experienced an extreme increase in population from 1960 through the 1980s, showing a 61.6% increase in the decade 1960 to 1970 and a 35.5% increase in the decade 1970 to 1980. Population growth still remains relatively high in the region. The U.S. Census projects a population increase in Raynham during the next 20 years by some 30%. It is a predominantly white (96%) community composed of family households (78%).

An additional factor impacting the growth of Raynham in the coming decade is the Southcoast Rail Corridor Plan. The rail line is in its planning stage, and, if funded, will be built within the next 10 years. This will make the South Coast, including Raynham, one of the fastest growing regions of the state.

Median household income in 2008 was \$78,161 above the median state income (\$65,401). Estimated per capita income in 2008 \$32,709. The cost of living index is relatively high (120.2) compared with the U.S. average (100). Unemployment percentage for Raynham (8.1%) is below the state average (9.1%).

Some 23.3% of Raynham residents hold a Bachelor's degree or higher. The majority (85.3%) are high school educated or higher. Median resident age is 37.8 years.

The Town is organized under an Open Town Meeting / Selectmen / Town Administrator form of government. The Town is well managed and financially stable. The economic downturn of the past several years has reduced the local tax base, but not impacted services in a dramatically negative way.

Raynham residents are proud of their community and are concerned that the "small town" feel not be lost, and that what is unique to Raynham be preserved.

Sources: Town of Raynham. Affordable Housing Plan. 2010
Town of Raynham. Welcome to our town.
U.S. Census Bureau. American FactFinder

LIBRARY PROFILE

In April of 1888, 93 citizens of Raynham agreed to form a library. The 93 supporters assigned a document stating that their library would be "...free to every person regardless of sex, creed, or color." This document established the Raynham Library Association and formed the foundation for today's public library. The library continues today as a 501c non-profit organization, but receives its major funding from the Town of Raynham.

The library was housed in various locations around the town until 1949 when the present library building was dedicated. In 1961, the library transformed the lower floor into a Children's Room. In 1971, the library facility was expanded and again, in 1991, the latest addition to the library was completed, bringing total footage to 6, 288 square feet. Within the past four years the library has undergone several improvements, including new tables and chairs, creation of a periodicals display area with lounge seating, new media display units, a new circulation desk, wireless internet access, outside siding and new landscaping. The library is governed by a board of twelve Trustees headed by a president. The Trustees are elected from the membership of the Raynham Library Association. Any resident of Raynham interested in helping the library is eligible for membership in the Raynham Library Association. A Friends of the Library group has been re-activated in the past 2 years and provides volunteer support, as well as financial support for museum passes and special projects. They also sponsor a Raynham Reads every other year.

The library became a member of the SAILS network in August, 2001.

State Certification

The library has met each year all requirements for state certification set by the Massachusetts Board of Library Commissioners. In the past two years, certification was granted with a waiver from the MAR.

Circulation Activity

Over the past decade, FY2000-FY2009, total activity at the library has grown from 53,649 to 103,078. Circulation is roughly divided among children's materials (39%), adult materials (35%) and all media materials (26%). As of January 1, 2011, there were 5, 578 registered users of the library.

Hours, Access and Staffing

The library is open 49 hours a week, including 3 nights a week and four hours on Saturday. Door count visits to the library average more than 4,800 per month. The library is staffed by 5 FTE. The library maintains a website, raynhampubliclibrary.org, to provide 24 / 7 access to the collection, online resources and information about coming events. Visits to the website currently average 1,200 per month.

Collection

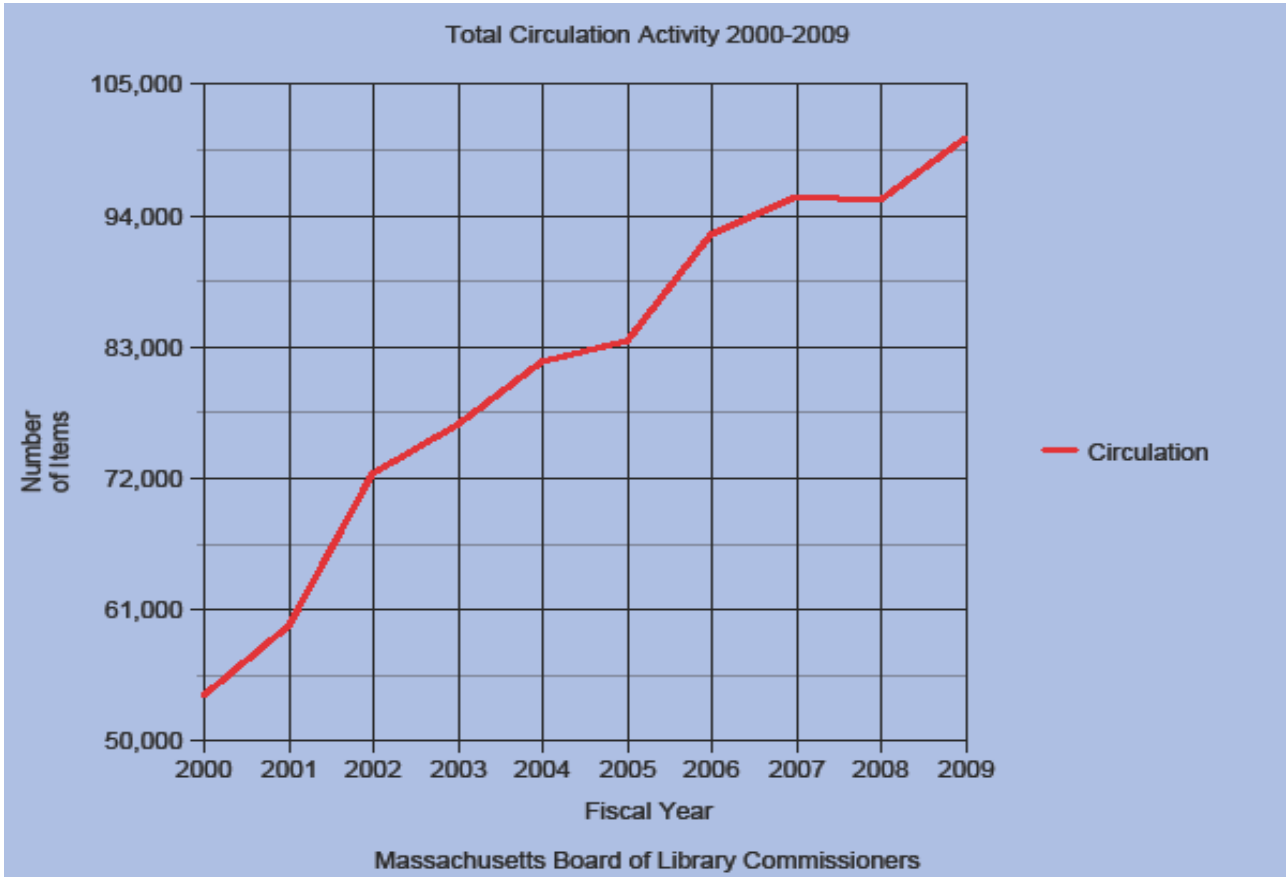
The collection consists of approximately 32,500 books, 2,500 audio, 2,000 DVDs and electronic and downloadable items via membership in SAILS. The library maintains a website, raynhampubliclibrary.org, to provide users access to the collection, online resources and information about coming events.

Programming

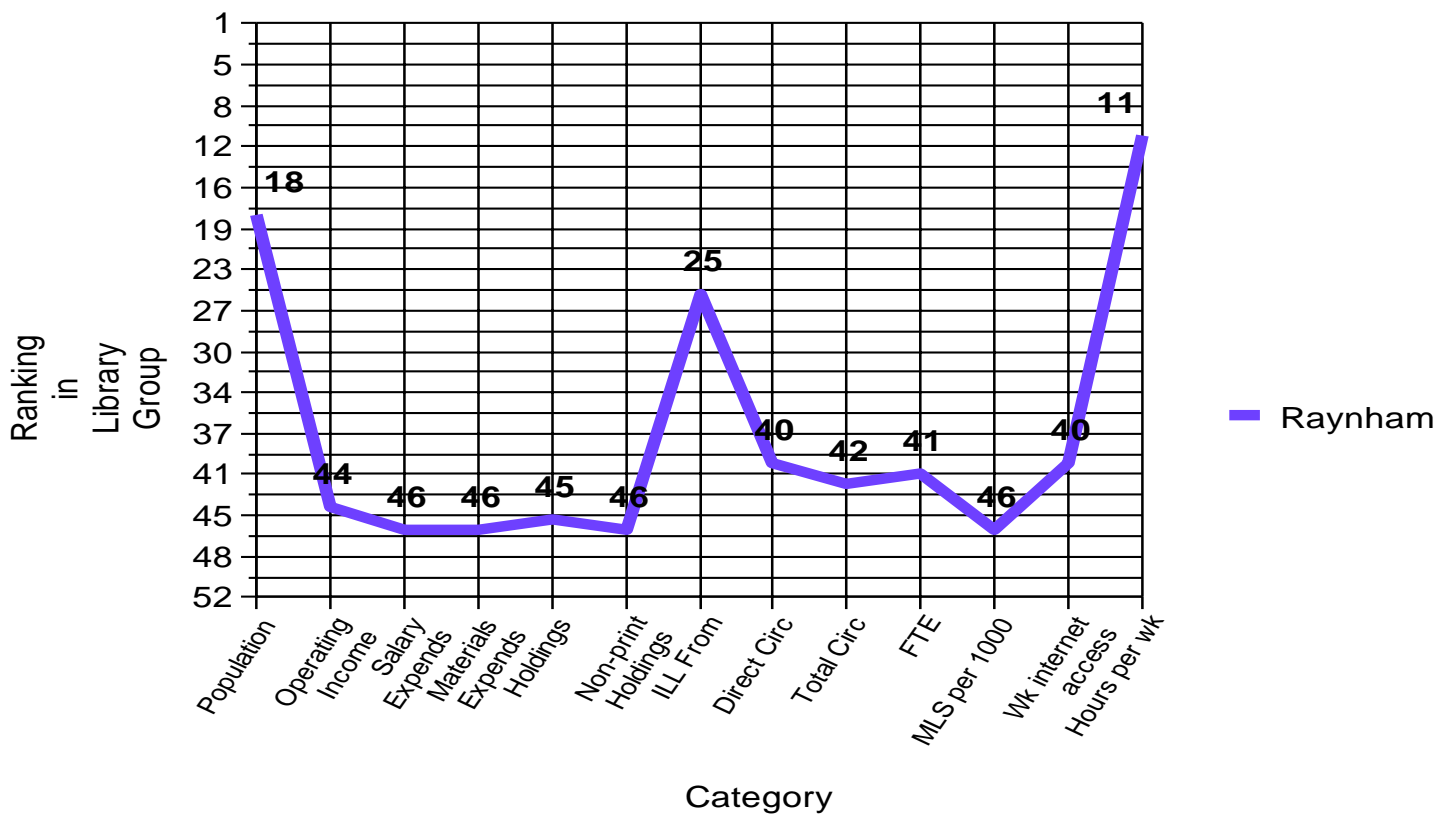
The library maintains an active schedule of programming year round, including programs of interest to adults, young adults and children, monthly art displays and an extensive Summer Reading Program.

Ranking in Population Group

Comparison to other libraries in its population group, 10,000 – 14,999, shows the library is ranked in the bottom 25%, in all service use, staffing, funding and programs, except hours open and ILL From.



Ranking In Population Group 10,000-14,999 FY2009



Massachusetts Board of Library Commissioners

MISSION STATEMENT

The mission of the Raynham Public Library is to offer materials, programs and services that provide opportunities for personal growth and development, enrichment and enjoyment for all ages, in a pleasant and welcoming environment.

Adopted Library Board of Trustees March 2011

The mission statement is reviewed periodically by the Board of Trustees of the Raynham Public Library.

ASSESSMENT OF USER NEEDS

Assessment of user needs was done in two stages: (1) the Community Meeting and (2) an Online User Survey.

Programs and Services

The Community Planning Meeting was composed of 16 community residents who reflect the character and quality of the community. Their ranking of library service responses indicate that there is a need for

- * programs and resources to explore topics of personal interest
- * programs and services to ensure that young children will enter school ready to learn
- * a comfortable and welcoming physical and virtual space to meet with others, study and read
- * homework help
- * a central source to provide knowledge of community resources and services
- * understand how to find, evaluate and use information

Additionally, residents felt that the library needs to improve its marketing and raise its profile in the community.

The User Survey was sent to registered library users via email, and was also made available at the library. More than 350 responses were received from registered users. Responses from this group indicate that there is a need for

- * programs and resources to explore topics of personal interest
- * resources for reading, viewing and listening for pleasure
- * a comfortable and welcoming physical and virtual space to meet with others, study and read
- * genealogy and local history resources
- * programs and resources to identify career opportunities
- * programs and services to ensure that young children will enter school ready to learn

Community Comments

Community Planning participants and responses to the Online User Survey generated the following ideas:

- * The library is viewed as a social, recreational, cultural center of community activity.
- * The community values the library and expects the library to enhance the local quality of life.
- * People want convenient access to library resources and programs to meet their needs.
- * The library staff is viewed as the greatest resource the library has to offer. 79.5% of survey respondents gave the highest ranking to library staff. Personal and friendly service is

- expected, appreciated and valued.
- * Many residents are still unaware of all that the Library offers. The library needs to continue to improve its communication and marketing to all residents.
 - * The library should use opportunities to become more involved in the community.
 - * The library is expected to be current with computer technology and training, as well as to be knowledgeable and helpful about computer use.
 - * Residents expect a library environment and experience that is welcoming, convenient, comfortable and satisfying.
 - * Residents of all ages expect to find multiple copies of new bestsellers and library shelves stocked with recent fiction and non-fiction titles, new video releases and new CDs and audio books

Technology

Technology is changing the way libraries provide resources and services. Users expect the library to be current with technology and a resource for people seeking to learn about technology. User demand is increasing for downloads (as indicated by current circulation), driven in part by the availability of e-readers, and Video-on-Demand. Users also want point-of-use assistance with computer software. The library provides downloads through the SAILS OverDrive collection, circulates an e-reader and provides links to free Video-on-Demand on its website. The library currently provides internet access at 7 public workstations and wireless access throughout the building. There is a need for information fluency training, and point-of-use assistance. The library is equipped to broadcast on the local cable channel.

Building and Facilities

Both groups surveyed indicated the need for a comfortable physical and virtual space as a high priority. The current building is approaching its maximum book capacity and the lack of seating space prevents users from spending any length of time in the building.

Parking is limited to 18 spaces and is insufficient, especially for programming.

The library is ADA compliant. It offers a ramp for access to the building and an elevator lift to access the library's three levels: entry, adult collection, children's room. The elevator lift is undergoing renovations to remove key access to comply with state regulations.

Library Awareness

Participants in the Community Planning meeting felt that the library needs to improve its marketing and raise its profile in the community.

The library currently maintains a website, sends articles to local newspapers, e-mails an monthly electronic newsletter, prepares flyers for programs, bookmarks, and brochures on special services (homework help, digital downloads, etc.)

Emerging Trends

There are community, state and national trends that need to be considered in planning for future library services. A number of major trends are driving the design and delivery of library services:

- **People increasingly see the library as the social and cultural center of the community.**

The library is unique in the community in that it serves all residents and offers a place for all to gather to share common interests and ideas, to enjoy exhibits, concerts, lectures and discussions. Especially in the small community, the library is one of few resources residents have. The expectation is that the library serves in this capacity.

- **Convenience is a factor that people consider when they visit a public library.** Our users, who lead increasingly busy lifestyles, expect efficient and friendly service and comfortable surroundings. Time starved families, especially with young children, look forward to services and resources that respect their time and are scheduled at times convenient for them.

- **Flexible and varied physical space is important for library users.** The popularity of chain bookstores and coffee houses where customers can relax, read, eat, attend a program or browse for hours indicates a need for pleasant community gathering spaces. Residents expect the library to adapt to the need for the varied way that people want to use the library. The library is expected to have spaces for quiet study and reading, space for computer use and research, space for collections of print and non-print materials and space to accommodate informal community gatherings, conversations, discussions and programming.

- **Technology has changed the way that many community residents seek information at home, at work, at school and at the library.** The expectation that the library serve as the community's navigator for electronic, as well as print information, has expanded the library's traditional role. The library staff is increasingly called on to provide skilled searching and help locate resources in the complex online world of information. People also expect an increased level of instruction in how to use the various databases and electronic resources.

- **People are rediscovering reading but are less patient about waiting for library material.** Busy adults are finding that reading can be an enjoyable, stress-relieving pastime and a way to share experiences with others in their communities. People are less willing to wait to read popular books, especially when visiting libraries. They want to come to the library with a reasonable expectation that there is a good supply of recently published material available for them to borrow.

- **Communities value that which makes the community unique – its history, local culture and traditions.** In our fast-paced, technology oriented world, it has become increasingly important to preserve and conserve our local historical resources. Libraries have the opportunity to become the document archive of their communities, an archive that may contain pictorial histories, written documents and oral history collections.

GOALS AND OBJECTIVES FY2012-2016

Goal: *To provide resources and programs that offer opportunities for lifelong learning*

- (1) Provide at least 12 public interest programs annually on topics of interest to various age groups in the community
 - a) Collaborate with local agencies to present programs
 - b) Display selected portions of the collections to coordinate with public interest programs
- (2) Increase number of participants in public interest programs by 15%
 - a) Promote programs through the library's website, e-newsletters, and local media
 - b) Host programs at convenient times, including Saturdays
- (3) Increase participation in Museum Pass program by 20%
 - a) Purchase additional passes to museums of local interest
 - b) Continue use of TixKeeper to provide online reservations
 - c) Continue to publicize passes in media, newsletters
- (4) Increase circulation of adult nonfiction by 20%
 - a) Use Workflows' Director's Station to identify searches made by Raynham users in order to purchase items on these subjects
 - b) Purchase non-fiction materials in topic areas of high use and demand

Goal: *To provide resources for residents to enhance their leisure time through reading, viewing, and listening for pleasure and to ensure that they find what they want when and where they want it*

- (1) Label fiction in order to make it easier for the browsing patron
 - a) Use spine labels to identify fiction genre (fantasy, mystery, science fiction, graphic)
- (2) Increase by 20% the number of subscribers to BookLetters newsletters
 - a) Promote newsletters through book clubs, e-newsletters, library website
- (3) Increase YA book circulation by 40%
 - a) Promote the YA Book Club
 - b) Create a YA webpage on the library's website and Facebook page
 - c) Purchase popular and recommended titles; add graphic novel collection
- (4) Increase adult fiction circulation by 15%
 - a) Promote membership in book clubs through local media, Raynham Cable station
 - b) Host author talks and book signings
 - c) Purchase more duplicate popular fiction for Rental Book Collection
- (5) Increase use of Media (DVDs, CDs, electronic games) by 25%

- (6) Increase children's fiction circulation by 10%
 - a) Purchase additional Chapter Book series titles
 - b) Hold at least three special programs during the year that will focus on grade 1 to grade 5
 - c) Hold weekly programs for children on Saturdays

Goal: To ensure that the collection is well organized, appealing, and up to date

- (1) Expend 55% of collection development funds on print materials
 - a) Select items using standard review sources such as BookLetters, Library Journal, etc
 - b) Select items that receive special recognition or awards
 - c) Subscribe to bestsellers standing order plan
- (2) Expend 15% of collection development funds on audio materials
 - a) Select audio editions of bestselling titles monthly
 - b) Subscribe to standing order plan
- (3) Expend 25% of collection development funds on video materials
 - a) Select DVDs of popular movie and TV programs
 - b) Subscribe to standing order plan for foreign and independent films
 - c) Select documentary DVDs to develop nonfiction video holdings
- (4) Expend 5% of collection development funds on electronic databases
 - a) Purchase electronic games of current and popular interest
 - b) Purchase high interest databases to supplement print collection
- (5) Weed at least 5% of the collection every year
 - a) Establish a weeding schedule to ensure that the entire collection is weeded every 3 years
 - b) Shelf-read the collection on a regular schedule assigned to shelvees
 - c) Provide 3 hours a week of shelf-reading time

Goal: To provide a safe and welcoming physical and virtual space to meet and interact with others.

- (1) Expand the number of parking spaces by 50%
 - a) Prepare a plan to extend the parking lot to the East using available land
 - b) Seek approval from the Town to extend parking lot
 - c) Secure funding from Library Association
- (2) Prepare a space needs assessment
 - a) Establish a Committee to review space standards and to assess space needs
 - b) Prepare report
- (3) Increase number of visits to website by 20%
 - a) Make better use of BookLetters to provide enhanced reader's advisory services
 - b) Regularly post surveys and questions on the website for feedback

- c) Add community information links to the website
- d) Continue online registration for programs using EventKeeper
- e) Update and re-design website
- f) Add links to website from monthly e-newsletter

Goal: To ensure that children enter school ready to read

- (1) At least 3,000 pre-school children will attend programs in the library
 - a) Present 3 story programs for preschool children each week in the library
 - b) Offer Saturday story time bi-monthly
- (2) Increase circulation of the Easy Reader collection by 15%
 - a) Evaluate current Easy Reader collection using standard lists and recommended titles
 - b) Purchase selected series titles in sequence
- (3) Increase awareness of the importance and benefits of reading to young children
 - a) Maintain a pamphlet collection of materials from National Association for the Education of Young Children, Reading is Fundamental, Family Reading Partnership, etc.
 - b) Prepare and distribute information on pre-literacy skills
 - c) Provide *Books for Babies* kits to Raynham parents of infants
- (4) Increase use of media materials of interest to pre-schoolers by 25%
 - a) Purchase music, books on CD, DVDs supporting pre-literacy skills, media tie-ins
- (5) Educate at least 20 parents and caregivers in early literacy techniques
 - a) Offer training twice a year as part of pre-school story time
 - b) Distribute information about early literacy skills to all parents and caregivers who register for pre-school programs

Goal: To ensure that children have the resources they need to succeed in school.

- (1) Increase the circulation of juvenile non-fiction materials by 15%
 - a) Purchase materials in high interest subject areas used in local elementary school curriculum
 - b) Purchase video non-fiction materials to supplement school studies
 - c) Offer tour and orientation for home-school community
- (2) Increase the circulation of YA non-fiction collection by 20%
 - a) Create a YA non-fiction collection adjacent to YA fiction
 - b) Evaluate collection to determine extent of current YA holdings
 - c) Purchase items on popular topics for this age group
- (3) Increase number of visits to Homework Help web page and resources by 25%
 - a) Distribute *Homework Help* brochures to middle school students
 - b) Present information on online resources to middle and grade school teachers

Goal: To ensure that residents can take advantage of the resources and services available through the Internet

- (1) All computers workstations will be fully functioning during all hours the library is open
 - a) Maintain computer updates and security software on a regular schedule
 - b) Contract with local company to ensure that repairs are done as quickly as possible and that the wireless service is not disrupted

Goal: To provide residents with the skills to search for, locate, evaluate and effectively use information to meet their needs

- (1) Sponsor at least 4 hands-on workshops each year that focus on various software applications
 - a) Purchase 4 to 6 laptop computers to use as a computer lab
 - b) Assign staff member to present workshops
- (2) Offer basic tutorials on using the Internet and e-mail at least monthly
 - a) Train volunteer staff to work with patrons
- (3) Library staff will offer point-of-use assistance on basic computer applications and use
 - a) Monthly staff meetings will include training on computer software and technology

Goal: To increase awareness of library services and resources

- (1) All programs and services receive maximum publicity
 - a) Maintain online calendar of events using EventKeeper and Google Calendar
 - b) Establish a presence on Facebook and keep updated with library events
 - c) Provide printed monthly calendar at Circulation Desks each month
 - d) Use e-newsletters more frequently to promote services and resources
 - e) Provide printed fliers of all library programs for patrons to take home
 - f) Provide press releases on all programs to local media, including RayCam
- (2) Increase new library card holders by 10%
 - a) Conduct library card drives at community events
 - b) Insert library information in Town property tax mailing

Goal: To provide a central source for information about the programs, services and activities provided by community agencies and organizations

- (1) To enroll 10 community agencies in a Community Calendar
 - a) Host a Community Agencies meeting to coordinate activities and share information
 - b) Create and maintain a community webpage listing calendar events, service agencies, social groups, clubs and organizations

ACTION PLAN FY2012

Goal	Objective	Activity	Responsibility	Timeline	
<i>Provide opportunities for lifelong learning</i>	10 programs annually	Contact and schedule presenters	Director, Children's Librarian	September 11: FALL programs set Dec 11 :WINTER & SPRING programs set	
	Increase participation in programs	Publicity materials	Library Director	Ongoing	
	Increase circulation of adult nonfiction	Identify user needs Purchase materials	Library Director	Monthly	
	Increase participation in museum passes	Purchase additional passes, publicize	Library Director	Sept 2011	
<i>Provide materials for leisure time reading, viewing and listening</i>	Expend 55% of collection funds on print materials	Select, subscribe and acquire and add to collection	Library Director Cataloger and Staff	By June 2012	
	Expend 15% of collection funds on audio materials				
	Expend 25% of collection funds on video materials				
	Expend 5% of collection funds on electronic databases	Purchase bestsellers for Rental Collection	Library Director		
	Identify fiction genres	Label books	Circulation Supervisor		By January 2012
	Increase YA circulation	Create YA web page Promote YA club Purchase materials	YA Librarian		By June 2012
	Increase Children's circ	Saturday programs Schedule special events	Children's Librarian		By Sept 2011
<i>Ensure a well organized collection</i>	Weed 5% collection every year	Establish weeding schedule	Library Director	By September 2011	
	Shelf-read entire collection at least 2 times a year	Establish shelf-reading schedule	Stack Manager	By September 2011	
<i>Provide a safe and welcoming physical and virtual space</i>	Expand parking spaces by 50%	Prepare plan, seek approval, secure funding	Library Director Trustees	By June 2012	
	Prepare space needs assessment every two years	Establish Committee, prepare assessment	Board of Trustees	By June 2012	
	Increase number of visits to website	Make better use of Bookletters; Post surveys for feedback; Add community information links; Update website	Library Director	By December 2011	
				ongoing	
			By December 2011		
			ongoing		

Goal	Objective	Activity	Responsibility	Timeline
<i>Ensure that children enter school ready to learn</i>	At least 3,000 pre-school children attend programs	Present 3 story programs weekly, present bi-monthly Saturday story time, invite local Nursery schools	Children's Librarian and Staff	Ongoing
	Increase Easy Reader circulation	Evaluate, select, acquire easy readers	Children's Librarian	By June 2012
	Increase awareness of pre-literacy skills	Maintain pamphlet collection, prepare and distribute information, provide Books for Babies kits to newborns	Children's Librarian and Staff	Ongoing
	Increase J media materials circulation	Select and acquire	Children's Librarian	By June 2012
	Train at least 20 parents and caregivers in early literacy techniques	Offer training twice a year; distribute information	Children's Librarian	By June 2012
<i>Ensure that children have resources needed to succeed in school</i>	Increase circulation of Juvenile nonfiction materials	Purchase high-interest and video materials; Tour and orientation for Home-Schoolers	Children's Librarian	By October 2011
	Increase size of YA nonfiction collection	Evaluate collection Purchase high-interest materials	YA Librarian	By June 2012
	Increase use of online databases and encyclopedias	Distribute <i>Homework Help</i> brochures Present talks to teachers	YA Librarian	By November 2011
<i>Ensure that residents have internet services</i>	All computer workstations and wireless connections fully functional	Update software and security as necessary	YA Librarian	Ongoing
<i>Provide residents with skills to locate, evaluate and use information</i>	Offer basic tutorials on using OPAC, Internet and e-mail at least monthly	Train volunteers Purchase 4 laptop computers to use for computer lab teaching and training	Library Director YA Librarian	Ongoing
	Offer Point-of-use assistance	Train staff	YA Librarian	Ongoing
<i>To increase awareness of library services and resources</i>	All programs and services receive maximum publicity	Maintain online calendar of events; Facebook page; Provide printed monthly calendar; Issue quarterly e-newsletter; Provide printed fliers; Provide press releases; use Raynham Cable where appropriate	Library Director and Staff	Ongoing
	Increase registered borrowers by 15%	Hold library card drives at community events; Insert library publicity in Town tax mailing	Friends of the Library; Director	By June 2012

PLANNING METHODOLOGY

This Plan was developed following guidelines outlined in *Strategic Planning for Results* (Sandra Nelson, American Library Association, 2008)

September of 2010. The Library Director requested that the Trustees authorize the Library Director to begin the planning process. The Library Board of Trustees approved the request and appointed a Steering Committee to help guide the process. Committee members appointed were Len Rucker, Chair, Paul Reindeau, Barbara Gallagher and Chris Gilbody.

September and October, 2010. Preparation: The Library Director worked to design the planning process. The Committee met twice to prepare for the Community Planning Committee meeting scheduled for Tuesday, November 9. Community representatives were identified using the *Strategic Planning for Results* method and contacted by the Planning Committee members. Response was very positive.

November 2010. Community Planning Meeting: Sixteen Raynham residents met to discuss the future of Raynham and the library's service responses. The meeting was facilitated by Len Rucker, Chair of the Planning Committee. The results of the Community Planning Meeting are incorporated into this plan. Participants:

Pat Riley	School Committee , Local Media
Karen Callan	Arts Community
Steve Damish	Media: Brockton Enterprise
Elizabeth Moser	Raynham Mothers Club
Joe Bettencourt	Community Activist
John Noblin	Economic and Development Board
Bob Magner	Housing Council
Elaine Kyranos	Library Staff
Jennifer Travis	Home-schooling Community
Emma Ross	High-schoolers
Kelly Greenlee	Friends of the Library
Dan Andrade	Town Planning Committee
Carol Sullivan	Realtor, Chamber of Commerce
Andy MacDonald	Technology
Bill Lewis	Finance Community: Bristol County
Marilyn Whalley	Town Planner

November 2010. Online User Survey. An online survey was sent to all registered library users with email accounts, and placed on the library' website for 30 days. 350 responses were received. The results of the survey are incorporated into the plan.

December-January. Evaluation of survey results, selection of library service responses, development of goals and objectives, consideration of library values and mission. First draft of Strategic Plan. Meeting of the Planning Committee to review plan. Final revision of plan.

March. Approval of Library Board.

APPROVAL OF GOVERNING BOARD

On Monday, March 21, 2011, the Trustees of the Raynham Public Library accepted and approved the 5 Year Plan of Service submitted to the library board by the Planning Steering Committee.

Robert D. Newton

Signature
Robert D. Newton
President, Library Trustees

March 22, 2011

Date

Eden Fergusson

Signature
Eden Fergusson
Library Director

March 22, 2011

Date